

Marketing:**Services Marketing****Course Code # 5004**

School Year _____

Term: ____ Fall ____ Spring

½ Credit _____ 1 Credit _____ 2 Credits _____

Standards to be completed for ½ credit are identified by one asterisk (*).

Additional standards to be completed for one credit are identified by two asterisks (**). A work-based component for 2-3 credits is identified by three asterisks (***)

Student:	Grade:
Teacher:	School:
# of Competencies in Course: ½ credit = 29, with Work-Based Learning = 33, 1 credit = 42, WWBL = 46	
# of Competencies Mastered:	
% of Competencies Mastered:	

***Standard 1.0 The student will analyze the nature and scope of the service marketing industry.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Examine the types of business organizations that fit under the service marketing umbrella			
1.2	Evaluate the growth of the service marketing industry			
1.3	Analyze technology and the growth of service marketing			
1.4	Evaluate career opportunities in the growing services industry			

***Standard 2.0 The student will analyze the impact of customer service as it applies to personal services and business services marketing.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Examine the importance of customer service mindset			
2.2	Analyze employee actions needed to demonstrate customer service mindset			
2.3	Analyze the importance of interpreting business policies to customers/clients			
2.4	Analyze the impact of positive customer service techniques in response to customer problems			
2.5	Evaluate the components of proper telephone courtesy			
2.6	Identify the factors contributing to ethical behavior in the workplace			

****Standard 3.0 The student will examine the nature and scope of service planning.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Analyze the components of the service mix			
3.2	Identify the characteristics associated with services			
3.3	Examine the planning process used to select services to be offered to businesses and individuals			
3.4	Examine government regulations that influence the marketing of services			
3.5	Identify factors that influence global marketing in the services industry			

****Standard 4.0 The student will identify and analyze the pricing activities involved in the marketing of services.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Assess the importance of price and its relation to business goals			
4.2	Analyze the factors that influence pricing strategies			
4.3	Determine the methods used to determine price			
4.4	Determine the effect of government regulation on pricing			

****Standard 5.0 The student will examine the importance of the promotional mix to business and personal services.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Evaluate promotional strategies based on promotional objectives			
5.2	Identify components of the promotional mix			
5.3	Analyze advertising media			
5.4	Analyze media costs			

***Standard 6.0 The student will gain an understanding of economic concepts and principles in a global economy.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Differentiate between the types of economic systems including the interrelationship of business, government and individuals			
6.2	Assess economic concepts globally			
6.3	Analyze the free enterprise system			
6.4	Examine economic indicators and business cycles			
6.5	Demonstrate a knowledge of international trade			
6.6	Evaluate the relationship of cost/profit to supply and demand			
6.7	Evaluate the effects of monetary and fiscal policies on economic decisions			
6.8	Examine the relationships of values/beliefs to economic goals			

***Standard 7.0 The student will apply and relate academic subject areas to business and personal services marketing.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Read and critique written advertisements and public relations releases designed for services businesses			
7.2	Speak and write standard English (including grammar usage, punctuation, spelling, and capitalization)			
7.3	Participate in formal and informal presentations in discussions of issues and ideas			
7.4	Analyze social and psychological issues as they impact services marketing			
7.5	Examine ways laws and regulations influence services business decisions			
7.6	Perform basic mathematical functions utilizing numerical understanding			
7.7	Appraise budgets, prices, discounts, ad sizes, promotional costs, etc.			
7.8	Use tables and graphs			

***Standard 8.0 The student will apply organizational and leadership skills.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
8.1	Demonstrate a knowledge of DECA			
8.2	Utilize critical thinking in decision-making situations			
8.3	Identify and develop personal characteristics needed in leadership situations			

*****Standard 9.0 The student will analyze how service marketing principles are applied in a specific work-based learning experience.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
9.1	Apply principles of services marketing to a work-based situation			
9.2	Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities			
9.3	Evaluate and apply principles of ethics as they relate to the work-based safety evaluation			
9.4	Employ the principles of safety to the work-based experience			

Additional comments:
